

TAG Mobilization 1:1 Rap Outline

Use this as an outline for your mobilization 1-on-1 conversations with fellow TAG members. It's important to make each conversation your own, but also equally important to stay on message.

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TIPS

- Be enthusiastic!
- Make sure you're talking to the right person.
- Get into it! Avoid too much small talk.
- Start off with a little info regarding how this issue is going to be their issue.

TIPS

- "You're born with one mouth and two ears." Listen 2x as much as you talk.
- Ask and identify their concerns/issues/fears so you can address them individually.
- If you don't know the answers, don't guess. Be authentic. Just say, "I don't know, but I'll look into it and get back to you."

1: Introduction

(In person or Zoom)

Hi, I'm __ (your name)__. I'm a(n) __ (job title) at __ (studio name)__.

I'm part of the Tactical Action Group of Local 839 leaders reaching out to engage members like you about mobilizing for a strong TAG contract and standing in solidarity with fellow IATSE members.

The Alliance of Motion Picture and Television Producers (AMPTP) is refusing to agree to reasonable rest (turnaround time and weekends) for our IATSE live action kin.

The AMPTP is trying to make it harder for those covered by the Basic Agreement to qualify for a pension year.

The AMPTP refuses to address "new media" residuals.

With billions in profit, these global media corporations can afford to bargain a just contract for all IATSE members and our families.

Do you want our union and the AMPTP to reach a fair Basic Agreement and strong TAG contract for all?

2/3: Issue ID & Agitation

If they say "yes" or "aren't sure":

"What are your top priorities to improve or protect our union contracts?" (ID issues that matter to them and reinforce how those issues could be addressed through mobilization.)

If they don't have any apparent issues, refer back to the sample issues in the first section.

"Do you have any concerns about a strike authorization vote?" (After responding to their concerns, return to their priorities/issues.)

If they have specific legal or process questions that you are not sure about, let them know someone can follow up with them.

"Hey, that's a great question and I want to get you an accurate answer, is it OK if I or someone else follows up with you?" (Don't make up answers if you're unsure, it's best to just be honest and follow up when you have them.)



2/3: Issue ID & Agitation (con't)

TIPS

- Listen and validate their feelings.
- If someone says they don't support TAG, say you respect their opinion and give them your info if they wish to talk later.
- Do not engage in an argument.

If they say "no" about standing in solidarity:

"Do you mind if I ask why?"

(If, after answering their questions and listening to their concerns, they are still unwilling, leave things open for follow up and politely wrap up the call.)

If they say they're not interested or afraid to support the mobilization effort:

"I get where you're coming from, if you ever want to chat again, ask any questions, share ideas or concerns, feel free to reach out anytime."

(Leave your contact info if you feel comfortable or that of Mobilize@tag839.org.)

If they are open to it, inoculate them against the potential employer push-back/disinformation, etc.:

"I understand, I do want to let you know the employer will likely try to divide us from making the changes and protections we all deserve."

TIPS

- This is the time to give them hope.
- Tell them how we're going to win!
- It's business to them (studios). It's life and death for us (workers).

Campaign Timeline

Once you've talked about top priorities at work, explain how we can win a fair Basic Agreement for all IATSE members and leverage our collective action to win a strong TAG contract:

To be able to protect IATSE standards in the Basic Agreement and win improvements in our TAG contract, we must mobilize all of TAG's membership to show solidarity and stand together in unity.

The TAG contract expires on October 30. Until then we are not engaging in any work stoppages of any kind.

We are showing solidarity with our live action IATSE kin by joining in their actions that do not breach our agreement and by showing our support at work and online.

If AMPTP refuses to bargain a fair IATSE Basic Agreement, TAG could call a strike authorization vote. We want to ensure a huge VOTE YES turnout of TAG's membership to authorize a strike if necessary in order to show AMPTP that we stand united.

If TAG's Executive Board decides to hold a strike authorization vote, all active members will be sent an online strike authorization ballot.

Make sure we have your current non-work email on file and are in good standing with Local 839 to ensure you are eligible. Email membership@tag839.org to check your status.

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TIPS

- This part is about “you” not “us”. What are YOU going to do to help?
- Prepare folks for a misinformation campaign.
- Read their physical reaction, too, if you’re able.

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TIPS

- You cannot leave the conversation until you know where they stand.
- You cannot know where they stand until you ask.

4: Inoculation

If someone is supportive, be sure to convey that the studios will likely engage in anti-union tactics so that everyone can be more prepared. First, ask how they think the employer will react.

How do you think your studio will react if we announce a TAG strike authorization vote?

As we've seen already in AMPTP's public statements and in TAG's efforts to organize non-union animation workers, once the employer finds out we are coming together, they will likely try to intimidate and confuse everyone about our mobilization campaign.

Examples might include:

- Trying to convince you that “we're a family” who can work things out.
- Saying that the animation division isn't associated with the AMPTP in the same way as live-action.
- You have a personal service contract, so you cannot strike (which is false).

While the right to take collective action and negotiate a fair collective bargaining agreement is protected under federal law, the AMPTP and the studios may still break or skirt the law to try to dissuade us by threatening, interrogating, promising things, and even spying on people.

We can overcome all of this by quickly building super majority support for TAG strike authorization.

(Transition to ask/address concerns)

5: Call the Question(s)

Ask the question:

“Are you willing to stand today with our IATSE kin in live action by joining them in solidarity actions?”

“If TAG's Executive Board decides it is necessary to hold a strike authorization vote, would you join a super majority of TAG's members in voting YES to authorize a strike?”

TIPS

- If they're an enthusiastic supporter, give them something to do. Recruit them!

6: Tasking

If they are a strong supporter or want to help with the campaign, assess what they can contribute.

"In order to obtain the largest possible YES vote for strike authorization, we need more volunteers to do what I am doing, mobilizing people to demand for a fair contract. Will you reach out to fellow TAG members about the mobilization campaign?"

7: Follow Up

If they are supportive:

"It's great that you're ready to stand up for yourself, for IATSE kin, and with fellow TAG members! We have your back!"

If they are supportive and want to help:

"It's great that you're ready to stand with IATSE and TAG members! Email your interest to volunteer and ideas for action to mobilize@tag839.org"

If they are not supportive:

"I get where you're coming from. If you ever want to chat again, ask any questions, share ideas or concerns, feel free to reach out anytime."

TIPS

- Be thankful of their time.
- Always leave the door open, even if someone is very anti-union.

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QUESTIONS?

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